

Fashion Calendar

1949

File Copy
11/28/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 25, 1949</u>			
Just Published	"SALES PROMOTION CALENDAR FOR 1950" Annual sales promotion and budgeting planning guide, compiled by NRDGA Sales Promotion Visual Merchandising Group. Price: \$2.00 for NRDGA members; \$5.00 for non-members. Contact: Howard P. Abrahams, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	100 WEST 31ST STREET
Friday Nov. 25 1:00 P.M. Luncheon	"TELE-FASHIONS AT THE WALDORF" "Preview of Sun Valley"—new Ski fashions, designed by Fred Picard, will be shown via DuMont Television. Commentator and producer: Billie Gould. Fashion Director of DuMont Television: Jeraldine Cooper, Press by invita- tion. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	FRED PICARD OF SUN VALLEY	WALDORF-ASTORIA SERT ROOM
Saturday Nov. 26 11:00 A.M.	HOLIDAY FASHIONS FOR TEENS Franklin Simon will show Holiday fashions by Petiteen for the Girl Scouts of the N.Y. area, modelled by the Girl Scouts. Press invited. Open to public. Publicity: Vivian Auerbach, Petiteen, LO. 5-0850; or Lenore Benson, Franklin Simon, WI. 7-9600.	FRANKLIN SIMON; PETITEEN	6TH FLOOR TEEN SHOP
<u>WEEK BEGINNING MONDAY, NOVEMBER 28, 1949</u>			
Monday Nov. 28 10:00 A.M.	SHOWING OF SPRING VOLUME SHOE FASHIONS Presentation of 1950 volume shoe fashions, coordinated with Spring clothes. Trade and press invited. Fashion Director: Sylvie Hamilton, Fashion Mating, PE. 6-0583. Publicity: Edward Atkins, MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday Nov. 28 4:00 P.M.	SHOWING OF LACE COLLECTION Baroness Langer Von Langendorff will present her collection of rare laces to the press. By invitation only. Contact: George Hamilton, TR. 9-0440.	BARONESS LANGER VON LANGERDORFF	2 EAST END AVENUE
Monday Nov. 28 6:00 P.M.	SHOWING OF WINTER RESORT FASHIONS Gimbels presents North and South Winter Resort fashions. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Monday Nov. 28 7:30 P.M.— 9:30 P.M.	NINTH SESSION OF FASHION TRAINING COURSE Subject: "Editorial"—Magazine and Newspaper. Speakers: Jessica Daves, Editor, Vogue Magazine; Lucia Foreman, Merchandise Editor, Charm Magazine; Mary Wells Ridley, formerly Fashion Editor, N.Y. World-Telegram. Fee: \$2.00 for each lecture. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER CONCERT HALL-165 W. 57TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 29 12:00 Noon Luncheon	PREVIEW OF SPRING BLOUSES FOR GIRLS Spring picnic luncheon for the press with a showing of Sally Mason's Spring and Easter blouses for American girls--sizes 3 to 6; 7 to 14; 10 to 16; and 9 to 15. By invitation only. Publ.:Mildred Kaldor,MU.9-5420.	SALLY MASON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday Nov. 29 12:30 P.M. Luncheon	PRESS SHOW OF NEW EYE MAKEUP "Eyenotes", a new package, will make its debut in the makeup field at a preview for the press. By invitation only. Publicity: Packaged Publicity and Promotion, Dee T. Bass, MU. 3-5412.	AZIZA	43 EAST 49TH STREET APARTMENT 3A
Tuesday Nov. 29 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "When Is A Hat A Hat!"--Elsa Nystrom will show her collection of Spring 1950 millinery during luncheon. Press by invitation. Public by reserva- tion; contact: MU. 8-3000, Ext. 6. Elsa Nystrom contact: Anne Allbee, PL. 3-8572. Ritz Carlton Fashion Publ.: Marion Morrison, MU. 8-3000.	ELSA NYSTROM (56 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 29 2:30 P.M.	SHOWING OF WINTER & RESORT COLLECTION Sydell will present her Winter and Resort collection of suits, dresses and gowns. Hats by Walter Florell. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Nov. 29 3:30 P.M. Cocktails	PRESS SHOWING OF FOUNDATION GARMENTS "There's Absolutely Nothing Like The Frame of a Bien Jolie Dame", a pre- view of a new moderately priced line of foundation garments by Bien Jolie. Showing promptly at 4:00 P.M. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	BIEN JOLIE	159 MADISON AVENUE SHOWROOM
Tuesday Nov. 29 4:30 P.M. Cocktails	SHOWING OF SPRING BLOUSE LINE Textron will present its Spring line of blouses to the press and trade. By invitation only. Publicity: Vera Milow, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Wednesday Nov. 30 12:45 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW "Resort Allure"--Showing of Cruise and Resort fashions by Carolyn Schnurer during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Carolyn Schnurer Contact: Lee Walker, CH.4-8446. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 30 12:45 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Bella Vereas and Mrs. Lisette Vereas Ruegg present a collection of dinner suits, late day and Palm Beach clothes, designed by Milo Morro. Custom- made collection will be shown at same time and place, December 7; town, Resort, and evening dresses, December 14. Press by invitation. Public by reservation; contact: PL. 9-3584. Publicity: Florence Donovan Hopkins, CI. 6-0348.	BELLA COUTURE (27 EAST 67TH STREET)	WHITE TURKEY 300 EAST 57TH STREET
Cancelled Nov. 30	THE WALDORF LUNCHEON SHOWING OF PALM BEACH FUR FASHIONS BY DEIN-BACHER OF THE WALDORF, SCHEDULED FOR WED., NOV. 30, HAS BEEN CANCELLED.		

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Wednesday Nov. 30 9:00 P.M.	BENEFIT PARTY FOR COSTUME INSTITUTE A gala party, ball, and entertainment, for the benefit of The Costume Institute of the Metropolitan Museum of Art. Committee Chairmen are: Dorothy Shaver, Eleanor Lambert, Samuel Deitsch, Lloyd Weill, Adelia Byrd Ellis, Gloria Carr, and Leona Bowman. Reservations: \$50 each. Contact: Mrs. Dorothy Cushman, Costume Institute of Metropolitan Museum, 5th Avenue and 82nd Street, RH. 4-7690, Ext. 492.	SPONSORED BY FASHION INDUSTRIES	HOTEL PLAZA GRAND BALLROOM

CHRISTMAS ACTIVITIES IN LOCAL STORES

Now Going On	PIXIES HELP SANTA CLAUS Four pixies help Santa Claus distribute coloring books and crayons. The Sue Hastings Marionettes perform their twenty-fifth annual show in the Fulton Street windows. On Monday, Nov. 28, Christmas gifts from "Glamour" Magazine will be modeled in restaurant during luncheon, and will be on view in the store. Publ.: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR TOYLAND
Now Going On	PENNY BANK GIFT SHOP FOR CHILDREN A special shop where children may purchase gifts for their families, with prices ranging from 19¢ to \$2.00. Santa Claus is in the Toy Department (6th floor) with small favors. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR
Now Going On	PONY RIDES AT BAM-B RANCH Children may ride live ponies, driven by Western drivers. Fee: 25¢. A cowboy clown with surprise packages joins Santa in entertaining young visitors. Publ.: Mary Grizzard, Market 2-1212, Ext. 2312.	L. BAMBERGER & CO. NEWARK	6TH FLOOR TOY DEPARTMENT
Now Going On	CHILDREN TELEPHONE TO TINY SANTA CLAUS Santa's home on the North Pole may be reached by telephone, and the three-inch Santa viewed from the porch of his home. Publicity: Anne Kelly, PL. 9-2000.	BEST & CO.	5TH FLOOR LILLIPUTIAN BAZAAR
Now Going On	YOUNGSTERS POSE WITH SANTA CLAUS Santa Claus arrives at Bloomingdale's Friday, Nov. 25 with balloons for children during the Christmas shopping season. Children may have their pictures taken with Santa, and the photograph may be had for \$1.00. Publicity: Alice Hutton, EL. 5-5900, Ext. 455.	BLOOMINGDALE'S	7TH FLOOR TOY-TOWN
Now Going On	"721 CLUB" FOR MEN ONLY Thirty secretaries are available to assist male shoppers in their selection of women's Christmas gifts. Publ.: Carolyn Haight, EL. 5-6800.	BONWIT TELLER	2ND FLOOR
Now Going On	"521 CLUB" FOR WOMEN SHOPPERS "A Haven For Harassed Christmas Shoppers" to help women select men's Christmas gifts. Publ.: Carolyn Haight, EL. 5-6800.	JOHN DAVID, INC.	2ND FLOOR

(Continued)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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CHRISTMAS ACTIVITIES IN LOCAL STORES (Continued)

Now Going On	CHRISTMAS GIFT SHOPPING ADVICE A Christmas gift consultant is available to shoppers. Publicity: Dorothy Coburn, MU. 8-2000, Ext. 52.	DE PINNA	1ST FLOOR
Now Going On	A VISIT WITH ST. NICK Santa Claus has toys and balloons for his young friends. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON & CO.	6TH FLOOR CHILDREN'S DEPT.
Now Going On	MERRY-GO-ROUND RIDES AND FAVORS Children may ride on a miniature carousel. Fee: 29¢. Santa Claus gives prize packages. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	6TH FLOOR TOY DEPARTMENT
Now Going On	DAILY LUNCHEONS WITH ST. NICHOLAS Santa's daily luncheon parties begin at 10:45 A.M. (\$1.50 for mother and child). By reservation only. Toy Fair on 2nd floor features a ride on "Santa's Rocket Express." Publ.: Constance Bray, Mitchell 2-8000, Ext. 392.	KRESGE-NEWARK 715 BROAD STREET	7TH FLOOR
Now Going On	"KIDDIE KANDID" PIX WITH SANTA CLAUS Santa Claus is stationed in the toy department to give favors, and have his picture taken with the children. "Kiddie Kandid" photos are \$1.00. Publicity: Jean Saville, WI. 7-7000.	JAMES McCREERY & CO.	6TH FLOOR
Now Going On	ANIMATED CIRCUS AND SANTA CLAUS Dunn Brothers' "Biggest Little Show on Earth", a miniature circus, features human and animal performers, all scaled to toy size. Fee: 14¢. Santa Claus greets children. Publicity: Helen Law, CH. 4-2000.	MACY'S NEW YORK	5TH FLOOR TOY DEPARTMENT
Now Going On	SPECIAL MOVIES AND TRAIN RIDE FOR CHILDREN Midget movies similar to the old-fashioned nickelodeons for children (5¢) and a ride on a miniature B&O train (12¢). Santa gives comic books to children. Publicity: Shirley Meyers, TR. 5-5700.	NAMM'S BROOKLYN	4TH FLOOR
Now Going On	SANTA WILL GIVE AWAY FAVORS Children visitors will be given favors by Santa Claus. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS-34TH STREET	2ND FLOOR TOY DEPARTMENT
Beginning Dec. 1	SHOPPING ADVICE FOR MEN ONLY A gift counseling service for men shoppers. Schedule: Dec. 1st, 8th, and 15th from 5:30 P.M. to 8:30 P.M.; Dec. 3rd, 10th and 17th from 9:30 A.M to 5:30 P.M. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 1 11:00 A.M.	INFORMAL PREVIEW FOR THE PRESS Ohrbach's will have an informal press preview of its Cruise Shop on the third floor. By invitation only. Open to the public at 12:00 Noon. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR CRUISE SHOP
Thursday Dec. 1 1:00 P.M. Luncheon	HOLIDAY & CRUISE FASHION SHOW Fashions for Holiday parties, and Winter pastels for Cruise wear, will be presented by Russeks. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 1 3:15 P.M. Tea	FASHION SHOW AT BENEFIT TEA "Fabric as a Keynote to Fashion", with Resort and Spring designs by Anna Duke, Horwitz & Duberman, Edmark Gowns, Nettie Rosenstein, Carolyn Schnurer, Mary Stevens, and Joseph Whitehead. Admission to tea: \$1.50. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	HOTEL BILTMORE FOUNTAIN COURT
Thursday Dec. 1 5:00 P.M. Cocktails	PRESS PREVIEW OF SHOE FASHIONS "Foul, Fair and Fun"--press preview of original designs by J. & J. Slater showing snowboots, playshoes and evening slippers. By invitation only. Publicity: Neil Sullivan, J. & J. Slater, PL. 9-4805.	J. & J. SLATER	MADISON AVE. & 54TH EMPIRE ROOM
Thursday Dec. 1 5:00 P.M.- 7:00 P.M. Cocktails	EAU DE PARFUMS "FLOWERS OF THE MONTH" Prince and Princess Artchil Gourielli will launch "Flowers of the Month" Eau de Parfums at a cocktail party for the press. Artificial flowers - Aster Flower Co.; Flower frames--Jack Kelly. By invitation only. Contact: Elaine H. Librescot, PL. 3-1200.	PRINCE & PRINCESS ARTCHIL GOURIELLI	16 EAST 55TH STREET GOURIELLI SALON
Monday Dec. 5 12:30 P.M. Luncheon	PREVIEW: NEW BEACH AND LOUNGING SHOE "Walking on a Cloud", a presentation of "Floaters", new Gerry Nufoam latex slippers for Resort, Beach and Lounge wear, for men, women and children. (Made by the manufacturer of Nufoam shoulder pads, cushions and pillows). Press by invitation. Publ.: Iris Bauer, PL. 3-3000.	GERRY NUFOAM PRODUCTS CORP.	HAMPSHIRE HOUSE COTTAGE
Monday Dec. 5 8:30 P.M. Dinner	"BAL MASQUE" FASHION EXTRAVAGANZA Dmitri Mitropoulos will conduct The New York Philharmonic-Symphony Orchestra for a Fashion Extravaganza by Elizabeth Arden, arranged by Castillo. Diamonds by Van Cleef and Arpels. Public Masked Ball for the benefit of the Pension Fund of the Philharmonic Symphony Society of N.Y. Dancing--Meyer Davis Orchestra. Tickets: \$25.00. Contact: TE. 8-6272. Publicity: Rasponi Associates, Inc., TE. 8-8171.	ELIZABETH ARDEN-- ARRANGED BY CASTILLO	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Dec. 5	SHOWING OF SPRING COLLECTION IN TORONTO The Toronto Market will open in Toronto on December 5, under the auspices of the Dress Manufacturers' Guild of Toronto. There will be three fashion shows in the Crystal Ballroom of the King Edward Hotel. By invitation only. Fashion shows staged and coordinated by Viola Shefer, PL. 3-3173.	TORONTO MARKET	TORONTO, CANADA

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Monday Dec. 5- Dec. 23	SPECIAL CHRISTMAS SHOPPING SCHEDULES Retail stores will have the following shopping hour schedules for Xmas. Regular closing hours on Saturdays, unless otherwise indicated:	DEPARTMENT STORES	NEW YORK CITY, BROOKLYN, NEWARK																																													
	<table><tr><th><u>STORE</u></th><th><u>BEGINNING</u></th><th><u>HOURS</u></th></tr><tr><td>ABRAHAM & STRAUS (Bklyn)</td><td>Dec. 7</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>ARNOLD CONSTABLE</td><td>Dec. 5</td><td>9:30 A.M. to 6:00 P.M. (incl.Sat.)</td></tr><tr><td>L. BAMBERGER (Newark)</td><td>Dec. 7</td><td>9:45 A.M. to 9:00 P.M.</td></tr><tr><td>BLOOMINGDALE'S</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>FRANKLIN SIMON</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>GIMBELS</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>HEARN'S</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>LOESER'S (Bklyn)</td><td>Dec. 7</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>MACY'S</td><td>Dec. 8</td><td>9:00 A.M. to 9:00 P.M.</td></tr><tr><td>MARTIN'S (Bklyn)</td><td>Dec. 7</td><td>9:45 A.M. to 9:00 P.M.</td></tr><tr><td>McCREERY</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>NAMM'S</td><td>Dec. 5</td><td>9:30 A.M. to 9:00 P.M.</td></tr><tr><td>SAKS FIFTH AVENUE</td><td>Dec. 19</td><td>10:00 A.M. to 9:00 P.M.</td></tr><tr><td>WANAMAKER'S</td><td>Dec. 7</td><td>9:30 A.M. to 9:00 P.M.</td></tr></table> <p>The following stores will not be open evenings: ALTMAN'S, BERGDORF GOODMAN, BEST & CO., DE PINNA, LORD & TAYLOR, MILGRIM and RUSSEKS FIFTH AVENUE.</p>	<u>STORE</u>	<u>BEGINNING</u>	<u>HOURS</u>	ABRAHAM & STRAUS (Bklyn)	Dec. 7	9:30 A.M. to 9:00 P.M.	ARNOLD CONSTABLE	Dec. 5	9:30 A.M. to 6:00 P.M. (incl.Sat.)	L. BAMBERGER (Newark)	Dec. 7	9:45 A.M. to 9:00 P.M.	BLOOMINGDALE'S	Dec. 5	9:30 A.M. to 9:00 P.M.	FRANKLIN SIMON	Dec. 5	9:30 A.M. to 9:00 P.M.	GIMBELS	Dec. 5	9:30 A.M. to 9:00 P.M.	HEARN'S	Dec. 5	9:30 A.M. to 9:00 P.M.	LOESER'S (Bklyn)	Dec. 7	9:30 A.M. to 9:00 P.M.	MACY'S	Dec. 8	9:00 A.M. to 9:00 P.M.	MARTIN'S (Bklyn)	Dec. 7	9:45 A.M. to 9:00 P.M.	McCREERY	Dec. 5	9:30 A.M. to 9:00 P.M.	NAMM'S	Dec. 5	9:30 A.M. to 9:00 P.M.	SAKS FIFTH AVENUE	Dec. 19	10:00 A.M. to 9:00 P.M.	WANAMAKER'S	Dec. 7	9:30 A.M. to 9:00 P.M.		
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Tuesday Dec. 6 1:00 P.M. Luncheon	CRUISE, RESORT AND SPRING FASHION SHOW Margaret Newman will present her spectator sports and playclothes for Cruise and Resort wear, and her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: RH. 4-4700. Margaret Newman Publicity: Ann Rabin, TR. 7-0455.	MARGARET NEWMAN ORIGINALS, INC.	TAVERN-ON-THE-GREEN CENTRAL PK. W. & 67																																													
Tuesday Dec. 6	PRESS PREVIEW OF CHRISTMAS PAINTINGS One hundred Christmas paintings submitted in the \$28,000 Hallmark competition, previewed for the press all day Tuesday, Dec. 6. Open to the public, Thursday, Dec. 8 through Dec. 31. Admission free; proceeds from catalog sales will go to the American Red Cross. Publicity: Carl Byoir & Assoc., John F. Budd, Jr., MU. 3-3464.	AMERICAN RED CROSS	WILDENSTEIN GALL. 19 EAST 64TH STREET																																													
Postponed Dec. 7	THE SCALAMANDRE TEXTILE LUNCHEON SHOWING, ORIGINALLY SCHEDULED FOR WED., DECEMBER 7 AT 12:45 P.M., HAS BEEN POSTPONED UNTIL WED., FEBRUARY 8.																																															
Wednesday Dec. 7 12:45 P.M. Luncheon	PRESENTATION OF FUR FASHIONS "The Fur Fashion Story"--a special showing of individual furs to commemorate the 93rd anniversary of W. H. Hall, Inc. at the "Star-Time at the Pierre" weekly luncheon fashion show. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Show Director-Commentator: Nola Luxford, TE. 8-8000.	W. H. HALL, INC.	HOTEL PIERRE COTILLION ROOM																																													
Thursday Dec. 8 1:00 P.M. Luncheon	SHOWING OF NEW SPRING HAIR STYLES John Hall will present his new hair styles for Spring during luncheon. Gowns--Mimi Tuthill. Jewelry--Jewelry Industry Council. Flowers--Irene Hayes. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. John Hall Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JOHN HALL (26 EAST 56TH ST.)	HOTEL PLAZA TERRACE ROOM																																													

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 13 9:30 A.M. Breakfast	SHOWING OF SPRING LINGERIE LINE William Carter will present Spring line of lingerie at a fashion show. Showing promptly at 10:00 A.M. By invitation only. Publicity: Helen Leaf, BBD&O, EL. 5-5800.	WILLIAM CARTER CO. (180 MADISON AVENUE)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday Dec. 14 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON The Ready-To-Wear Division of Fashion Group will hold a luncheon meeting. More details later. Price (including tax and tip): \$3.75 for members; \$4.25 for guests (two per member). Contact: The Fashion Group, CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Wednesday Dec. 14 12:45 P.M. Luncheon	"HOLIDAY SILHOUETTE" AT LUNCHEON SHOW Russeks will present Holiday fashions during luncheon. Press by invita- tion. Public by reservation; contact: Francois, TE. 8-8000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	RUSSEKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 14 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION "Gala Fashions For Wearing and Giving"-luncheon fashion show by Town and Travel Wear of the Waldorf. Press by invitation. Public by reservation; contact: "Albert", EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	TOWN AND TRAVEL WEAR OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Dec. 25	CHRISTMAS DAY (Sunday).		
Dec. 26	LEGAL HOLIDAY (Monday) BECAUSE CHRISTMAS IS ON SUNDAY.		
Jan. 1	NEW YEAR'S DAY (Sunday).		
Jan. 2	LEGAL HOLIDAY (Monday) BECAUSE NEW YEAR'S DAY IS ON SUNDAY.		
Tuesday Jan. 3 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation of Walter Florell's Spring millinery to the local press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Wednesday Jan. 4 12:00 Noon Luncheon	SPRING MILLINERY SHOWING FOR PRESS Preview of Spring millinery collection by Mary Goodfellow at a luncheon showing for the N.Y. editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARY GOODFELLOW	600 MADISON AVENUE SALON
Wednesday Jan. 4 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Florence Reichman will present a showing of her Spring millinery to press and trade. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Thursday Jan. 5 10:00 A.M. Breakfast	SPRING MILLINERY SHOWING FOR THE PRESS Showing of Sally Victor's Spring Millinery collection to the local fashion editors. Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 5 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will have a Millinery Division luncheon meeting. More details later. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Jan. 5 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "ADAM IN THE LOOKING GLASS" "Does Adam Dress For Eve, Or Does Eve Dress Adam?" an exhibition of men's fashions from the 14th Century to tomorrow. The exhibit will include new fashions for men, specially designed by twelve outstanding women designers. Attendance by invitation only. Members' Private Preview: Thursday, January 12 from 8:00 P.M. to 11:00 P.M. Open to public: Friday, January 13. Publicity: Charlotte Weizmann, RH. 4-7690.	COSTUME INSTITUTE OF METROPOLITAN MUSEUM	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Thursday Jan. 5 4:00 P.M. Cocktails	SPRING AND SUMMER FOUNDATION LINE The House of Flexees will present a press preview of its Spring and Summer line of Foundation garments. Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.	ARTISTIC FOUNDATIONS-- "FLEXEES"	417 FIFTH AVENUE SHOWROOM
Thursday Jan. 5 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY SPRING COLLECTION Link of Philadelphia and California will present their Betty Barclay Spring collection to the press and trade at a cocktail party. By invitation only. Contact: Mildred Kaldor, MU. 9-5420.	LINSK OF PHILADELPHIA AND CALIFORNIA	HOTEL PIERRE ROOF
Monday Jan. 9 12:45 P.M. Luncheon	DESIGNERS' "RHAPSODIE" LUNCHEON SHOW A special advance showing by members of the American Guild Of Fashion Designers, presenting fashions from head to foot. Tickets: \$10.00. For reservations, contact: LE. 2-8324. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	AMERICAN GUILD OF FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM
Monday Jan. 9 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will present his Spring Millinery collection to the N.Y. fashion editors. Attendance by invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Monday Jan. 9- Jan. 10	SECOND ANNUAL HOSIERY EXPOSITION "Hosiery Industry Weekly" and "Hosiery Merchandising" will sponsor the Fourth Annual Hosiery Forum for retailers, buyers and merchandisers of hosiery. The Second Annual Hosiery Exposition will include about 65 exhibitors, with showings from 2:00 P.M. to 11:00 P.M. on first day; 12:00 Noon to 5:00 P.M. on second day. Forum contact: Olive Graham, MU. 5-0375; Exposition contact: Robert T. Kenworthy, LE. 2-5441.	HOSIERY INDUSTRY WEEKLY; & MERCHANDISING	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Jan. 9- Jan. 13	THIRTY-NINTH ANNUAL CONVENTION "Keep The Goods Moving" is the general theme of the NRDGA Convention for 1950. Registration fees: \$5.00 per person; \$25.00 per firm (any number of representatives). Contact: NRDGA, 100 W. 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 10 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N.Y. Times, will again direct the clinic. By invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 10- Jan. 11 2:00 P.M.- 5:00 P.M.	FIFTEENTH BRIDAL BUSINESS CLINIC Bride's House, Inc., and Bride's Magazine announce a two-day Bridal Business Clinic in the Crystal Gardens and Grand Ballroom of the Ritz Carlton Hotel. Wedding Gift Registry and Home Furnishings Session on Tuesday, Jan. 10 from 2:00 to 5:00 P.M. Fashion Session on Wednesday, Jan. 11, from 2:00 P.M. to 5:00 P.M., both followed by cocktails. Attendance by invitation for retailers from coast-to-coast and Canada; and resident buyers. Contact: Alice Rydell, Dir. of Merchandising Service, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL
Tuesday Jan. 10 2:30 P.M.	FIFTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, trousseau buyers, publicity people, display people, and merchandise managers of Mademoiselle's tie-in stores across the country. The clinic will be followed by a reception. Attendance strictly by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADemoisELLE	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday Jan. 10 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Reservations: Dinner and show, \$17.50 (including tax); Mezzanine: show only, \$8.50 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 11 11:00 A.M.	SPRING MILLINERY PREVIEW FOR PRESS Presentation for buyers and the N.Y. press of Laddie Northridge's Spring millinery collection. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Thursday Jan. 12 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Contact: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday Jan. 12 4:30 P.M. Cocktails 5:00 P.M. Show	"A FASHION PORTFOLIO" SEMI-ANNUAL SHOW The House of Heller will present its semi-annual fashion show, featuring the Spring collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Commentator: Helen Faith Keane. By invitation only. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	RITZ CARLTON HOTEL BALLROOM
Wednesday Jan. 18 4:00 P.M. Cocktails	FASHIONS AND FABRICS SHOWING Presentation of Spring costumes by leading designers in John Walther fabrics. By invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE

MUSIC...MOVIES...THEATRE

- Friday
Nov. 25
OPENING: "TEXAS, LI'L DARLIN'" MARK HELLINGER THEATRE, B'WAY & 51ST.
Studio Productions, Inc. and Anthony B. Farrell Productions present a musical satire on a Southern politician, with book by John Whedon and Sam Moore. Featuring Kenny Delmar, the play is directed by Paul Crabtree. Music by Robert Emmett Dolan. Lyrics by Johnny Mercer. Costumes: Eleanor Goldsmith. Sets: Theodore Cooper. Publ.: Nat Dorfman, LO.3-0858.
- Week
Of
Nov. 28
SECOND WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH
Second week's program of the Metropolitan Opera: Mon. Eve., Nov. 28, Verdi's SIMON BOCCANEGRA; Tues. Eve., Nov. 29, Puccini's MANON LESCAUT; Wed. Eve., Nov. 30, Saint-Saens' SAMSON ET DALILA; Thurs. Eve., Dec. 1, Wagner's TRISTAN UND ISOLDE; Fri. Eve., Dec. 2, Donizetti's LUCIA DI LAMMERMOOR; Sat. Mat., Dec. 3, Strauss' DER ROSENKAVALIER; Sat. Eve., Dec. 3, Puccini's MADAMA BUTTERFLY; Sun. Eve., Dec. 4, Verdi's RIGOLETTO. Publicity: Margaret Carson, PE. 6-1200.
- Thursday
Dec. 1
NEW YORK CITY BALLET CITY CENTER, 131 W. 55TH STREET
Program for week: Thurs. Eve., Dec. 1: CONCERTO BAROCO; BOUREE FANTASQUE, ORPHEUS; Fri. Eve., Dec. 2: MOTHER GOOSE SUITE, DIVERTIMENTO, GUESTS, FIREBIRD; Sat. Eve., Dec. 3: SERENADE, JINX, SYMPHONY IN C; Sun. Mat., Dec. 4: SYMPHONIE CONCERTANTE, ORPHEUS, BOUREE FANTASQUE; Sun. Eve., Dec. 4: MOTHER GOOSE SUITE, DIVERTIMENTO, FOUR TEMPERAMENTS, SYMPHONY IN C. Tickets: \$1.20-\$3.00 (tax included) Publ.: Jean DuRymple, MU.8-3847.
- Thursday
Dec. 1
OPENING: "THE CLOSING DOOR" EMPIRE THEATRE, B'WAY & 40TH ST.
Cheryl Crawford presents Alexander Knox's melodrama, starring Mr. Knox and Doris Nolan. Director: Lee Strasberg. Setting: Paul Morrison. Costumes: Robert Stevenson. Publicity: Wolfe Kaufman, LU. 2-3466.
- Friday
Dec. 2
PREMIERE: "DANCING IN THE DARK" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth-Century-Fox presents a Technicolor musical film about Hollywood and show business, starring William Powell, Mark Stevens and Betsy Drake. Based on the Broadway play "The Bandwagon" by George S. Kaufman, Howard and Arthur Schwartz. Director: Irving Reis. Producer: George Jessel. Wardrobe: William Travilla. Publ.: Jeannette Sawyer, CO. 5-3320.
- Saturday
Dec. 3
OPENING: "CLUTTERBUCK" BILTMORE THEATRE, 47TH W. OF B'WAY
Irving L. Jacobs, in association with David Merrick, presents Benn W. Levy's comedy about three couples ambushed in infidelity. Arthur Margetson, Tom Helmore, Ruth Matteson, Polly Rowles head the cast. Director: Norris Houghton. Settings: Samuel Leve. Publicity: Richard Maney, WI. 7-6939.
- Thursday
Dec. 8
OPENING: "GENTLEMEN PREFER BLONDES" ZIEGFELD THEATRE, 6TH AVE & 54TH
Herman Levin and Oliver Smith present a new musical comedy based on a book by Anita Loos and Joseph Fields. Cast includes Carol Channing, Yvonne Adair, Eric Brotherson and Jerry Cooper. Music by Jule Styne. Lyrics by Leo Robin. Director: John C. Wilson. Settings: Oliver Smith. Costumes: Miles White. Choreography: Agnes DeMille. Publicity: Richard Maney, WI. 7-6939.
- Tuesday
Dec. 20
OPENING: "CAESAR AND CLEOPATRA" NATIONAL THEATRE, 41ST ST. W. OF B'WAY
Aldrich & Myers, in association with Julius Fleischmann present Lilli Palmer and Sir Cedric Hardwicke in a new production of the George Bernard Shaw play. Publicity: William Fields, CI. 5-7930.